

To: DDA:MSMAIL=RJRWS/RJRPO4/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US  
From: Orourke, Rory  
Posted: 7/10/96 12:39  
Opened: 7/10/96 12:39  
Subject: Doral Accross America - May Promotion

To: Don Fitzgerald

From: Rory O'Rourke  
New York Metro Region

Subject: Doral Across America - May Promotion Execution

1. Number of package outlets penetrated with DORAL display that incorporated the sweepstakes/continuity offer. - 2,756
2. Percent CIV penetrated in package outlets - 32.1 %

CC: 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH)  
DDA:MSMAIL=RJRWS/RJRPO4/1000; O=RJREM; P=WSX400; A=RJR; C=US

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